

Outreach and Community Engagement SLI

Outreach Plan

May 18, 2011

The SLI work group will be responsible for the outreach to secure feedback for the Outreach and Community Engagement SLI beginning May 19th through June 30th using the following methods:

1. Online survey (Survey Monkey) - will be sent to:

Community Members, including the following:

- Planning/Public Outreach Liaisons
- Neighborhood Advisory Committees
- District Councils, Community Councils, Neighborhood Chambers and Small Business Associations

Survey will be announced to community members via:

- Press Releases
- List Serves (P-Patch, Historic Preservation, Neighborhood Matching Fund (NMF), Neighborhood District Coordinators (NDC'S) Community Contacts List, Seattle Youth Violence Prevention Initiative (SYVPI), Office of Education (OFE) and other key departments (DPD, SDOT, SPU, SCL etc.)

2. Focus Groups with internal and external audiences:

- Key Staff from City Departments (SDOT, SPD by Precinct and CPT Staff, Parks and Recreation, SPU, City Light, DPD, OED, Human Services, OCR, Housing, FAS, OIR, DoIT, OSE and Arts & Cultural Affairs)
- Neighborhood District Councils and other Community Members
- City Neighborhood Council
- List serves (Neighborhood District Coordinators Community Contacts List, Neighborhood Matching Fund, P-Patch, Historic Preservation and other key departments (DPD, SDOT, SPU, SCL etc.)
- DON Website

3. Individual Interviews (in person and over the phone):

- Key Community Members who can't make a focus groups
- Key City Staff who can't make focus groups.

4. City Department Survey:

- Outreach Subcabinet
- City Departments listed under focus group section